Business Pricing – AMR

May 19, 2017

The document is CONFIDENTIAL and should not be reproduced nor shared with customers or third parties.

Business Experts, Business Pros, Account Managers, Managers, Business Leaders, and Sales Managers are responsible for the proper customer communication of this pricing – only following approval in Apple CRM.

This pricing is not for Education Institutions or Government Customers in the US. This pricing is not for Education Institutions in Canada.

This pricing is not for employees purchasing for personal use or or other EPP-like programs.

Apple Pencil, Apple Smart Keyboard and Apple Watch Hermès are excluded from Business price matching and not available for Business Loyalty Pricing.

Refer to the Opportunity Engagement Guide for guidance on workflow and documentation in Apple CRM.

Pricing tier is determined by customer's 12 month rolling purchase total in Apple CRM, plus current purchase, excluding taxes & fees. (Figures shown here in USD).[2]

Product	RED $5K - $35K	GREEN $35K+	BLUE >$200k after Review[1]
Mac	6%	7%	8%
iPad	2%	4%	6%
Unlocked/Full Price iPhone[3]	2%	4%	6%
iPod	5%	7%	10%
Apple Watch (Series 1, Series 2, Nike+)[4]	2%	4%	6%
Apple TV	2%	4%	6%
AppleCare and AppleCare+	10%	15%	20%
Apple Branded Accessories[5,6]	10%	10%	10%
Third Party Accessories and Software[6]	10%	10%	10%

1. Blue Tier Pricing is approved on a per account basis by the Engagement Team, based on 12 month spend, and customer use case.
2. All pricing exceptions outside of Business Loyalty and Volume pricing must be submitted and approved by Engagement Team before presentation to our customers.
3. iPhone unlocked loyalty pricing is available through SSO only unless EasyPay customer lookup automatically applies pricing.
4. Apple Watch Hermès is excluded from loyalty pricing.
5. Apple Pencil and Smart Keyboard for iPad Pro are excluded from loyalty pricing.
6. Various Apple Branded and Third Party Accessories are excluded from loyalty pricing. Additional Product Exclusions listed below.

Products and Services Excluded from Business Loyalty Pricing

AirPods	Joint Venture and One to One	Mac App Store fulfilled
Apple Watch Hermès	Software Volume Licenses	Jawbone
Apple Smart Keyboard	Bose	Bretford
Apple Pencil	HP	Adobe
Refurbished Product	Genius Bar Services	Microsoft

Business Volume Pricing – AMR

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Business Volume Pricing can be applied with manual discounts in SAP-CRM. SAP-CRM Campaigns are available in many quoting scenarios, see Opportunity Engagement Pricing Addendum for more details.

iPad mini 4[1]	10-50 Units	51-250 Units	251+ Units
iPad mini 4 — 128GB WiFi models[2]	5%	7%	8%
iPad mini 4 — Cellular/LTE models with all capacities[2]	5%	7%	8%

iPad[3] and 9.7-inch iPad Pro[4]	10-50 Units	51-250 Units	251+ Units
iPad — 32GB WiFi	4%	5%	6%
iPad — 128GB WiFi[3]	5%	7%	8%
iPad — Cellular/LTE models with all capacities[3]	5%	7%	8%
9.7-inch iPad Pro — 32GB WiFi models	4%	5%	6%
9.7-inch iPad Pro — 128GB WiFi and 256GB models[4]	5%	7%	8%
9.7-inch iPad Pro — Cellular/LTE models with all capacities[4]	5%	7%	8%

12.9-inch iPad Pro[4]	10-50 Units	51-250 Units	251+ Units
12.9-inch iPad Pro — 32GB WiFi models	4%	5%	6%
12.9-inch iPad Pro — 128GB WiFi and 256GB models[4]	5%	7%	8%
12.9-inch iPad Pro — Cellular/LTE models with all capacities[4]	5%	7%	8%

1. iPad volume pricing is determined by total of all units in a single proposal. The volume pricing should be a total discount from Apple List Price (example: Qualified Green Customer gets +3% for a 100 unit 12.9-inch iPad Pro 128GB proposal when built from SAP-CRM Green store).
2. iPad mini 4 with 128GB and all of these models with LTE can receive additional volume pricing with Engagement Manager approval.
3. iPad with 128GB and these models with LTE can receive additional volume pricing with Engagement Manager approval.
4. 9.7-inch iPad Pro, and 12.9-inch iPad Pro with 128GB, 256GB, and all of these models with LTE can receive additional volume pricing with Engagement Manager approval.